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Hilton Garden Inn to Surprise Five Lucky Thanksgiving Shoppers with Their Holiday Wish Lists

Hotel Brand Partners with Macy's Flagship Herald Square Store to Help Black Friday Shoppers Breathe Easy

MCLEAN, Va.--(BUSINESS WIRE)-- With the biggest shopping day of the year just more than two weeks away, [Hilton Garden Inn](#) has partnered with Macy's Herald Square, Macy's flagship store in New York City, to reward and bring comfort to shoppers who will line up Thanksgiving evening to take advantage of special Black Friday deals. Hilton Garden Inn will make the kick-off to the holiday shopping season more relaxing and enjoyable for five lucky shoppers by fulfilling their wish lists while they unwind at the nearby Hilton Garden Inn.

To help consumers rejuvenate during the busy shopping weekend, Hilton Garden Inn will take four lucky consumers out of the Macy's Herald Square line and invite them to "declare their own holiday" by kicking back across the street at Hilton Garden Inn New York /West 35th Street. While they enjoy all that the hotel has to offer, such as in-room Keurig[®] coffee brewers, complimentary Wi-Fi and the Garden Sleep System[™], Hilton Garden Inn representatives will do their shopping for them (up to \$1,000 each) and then deliver the goodies right to their room.

A fifth winner will be chosen from the brand's Facebook fans. Those who share their top five wish list items will be entered for a chance to win. Fans can enter now through November 19, 2014, with a winner chosen on November 19, 2014 and the prize fulfilled on November 27, 2014. To enter and for full rules, visit www.facebook.com/HiltonGardenInn.

To bring comfort to shoppers waiting in line before Macy's Herald Square opens, Hilton Garden Inn will be on-site quizzing shoppers on their hotel know-how for the chance to win free-night stays, as well as providing coffee and ear warmers to hundreds of the waiting holiday shoppers.

"At Hilton Garden Inn, we pride ourselves in providing guests with all the comforts they need to rejuvenate after an active day," said Judy Christa-Cathey, vice president of global brand marketing, Hilton Garden Inn & Hampton Hotels. "Whether our guests are out taking advantage of shopping deals or visiting family, Hilton Garden Inn provides all they need to make the most of every stay. Through our partnership with Macy's Herald Square, we're excited to help five lucky Thanksgiving shoppers 'declare their own holiday' with a relaxing day at Hilton Garden Inn while we do their holiday shopping for them."

These efforts celebrate the hotel brand's "Declare Your Own Holiday" campaign, which empowers people to establish and celebrate their own special reasons to get away to discover new places, connect with themselves and loved ones, and take a moment to breathe easy.

For more information about Hilton Garden Inn and the Declare Your Own Holiday campaign and to book your own holiday, visit www.DeclareYourOwnHoliday.com.

About Hilton Garden Inn

Hilton Garden Inn is the award-recognized, upscale, yet affordable hotel brand that continually strives to ensure today's busy travellers have everything they need to be most productive on the road. Hilton Garden Inn, named "Highest in Guest Satisfaction Among Upscale Hotel Chains" by J.D. Power, offers the amenities and services for travellers to sleep deep, stay fit, eat well and work smart while away from home. For more information about our locations around the globe, visit www.hgi.com.

About Hilton Worldwide

Hilton Worldwide (NYSE:HLT) is a leading global hospitality company, spanning the lodging sector from luxury and full-service hotels and resorts to extended-stay suites and focused-service hotels. For 95 years, Hilton Worldwide has been dedicated to continuing its tradition of providing exceptional guest experiences. The company's portfolio of twelve world-class global brands is comprised of more than 4,250 managed, franchised, owned and leased hotels and timeshare properties, with more than 700,000 rooms in 93 countries and territories, including Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Curio - A Collection by Hilton, Canopy by Hilton, DoubleTree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages an award-winning customer loyalty program, Hilton HHonors®. Visit news.hiltonworldwide.com for more information and connect with Hilton Worldwide at www.facebook.com/hiltonworldwide, www.twitter.com/hiltonworldwide, www.youtube.com/hiltonworldwide, www.flickr.com/hiltonworldwide and www.linkedin.com/company/hilton-worldwide.

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